



**City of Fitchburg  
Comprehensive Plan Minor Amendment**

Sponsored by: *Josay C. Gonzalez, Mayor*  
*J.C. Gf 5/25/18*



**Proposed Minor Amendment**

**(Provide page numbers, table numbers or other specific references within the Adopted Comprehensive Plan)**

An amendment of the Future Land Use Plan Map on page 4-23, Figure 4-10 of the Fitchburg Comprehensive Plan which currently shows Lot 10 of the Orchard Pointe shopping center immediately south of Hy Vee at the intersection of Fitchrona Road and Limestone Lane designated as M-U (Mixed-Use). The requested amendment is to change this parcel from M-U (Mixed-Use) to HDR (High Density Residential). Please see exhibit A for reference.

**Intent of the Minor Amendment**

The purpose of this amendment is to allow for the development of a two phase workforce housing development utilizing tax credits as a funding source. In March, the State of Wisconsin approved a state affordable housing tax credit to be used in junction with the existing 4% Federal Tax Credit. On Friday May 18<sup>th</sup>, WHEDA released its underwriting criteria for 2018 which states that commercial income will not be considered when calculating the Debt Coverage Ratio. While Orchard Pointe Lot 10 is an ideal location for a workforce housing development because of its proximity to jobs and public transportation, not being able to underwrite commercial income to support the debt service will jeopardize the feasibility of the development. Amending the Future Land Use Plan to designate this property as High Density Residential would allow for the proposed workforce housing project to be feasibly financed utilizing the federal 4% tax credit and state tax credit.

We have commissioned a Traffic Impact Analysis of the site to better understand the impacts of this potential amendment, with results presented below in Exhibit B. The traffic study shows an increase in traffic at the property at a density of 228 units relative to traffic volumes anticipated in the Orchard Pointe Comprehensive Plan. A study done by Bill Dunlop with JSD Professional Services, Inc. concluded the following: "In order to meet the cap for multifamily without any other study, the number of units would need to be decreased to 150-155." The developer is currently proposing 130 units at this site. This density of units would result in a decrease in the amount of expected traffic relative to the estimates presented in the Orchard Pointe Comprehensive Plan. Please see exhibit B for the results of the Traffic Impact Analysis completed by JSD Professional Services.

Plan Commission recommended on October 16, 2018 to designate Lot 10 Orchard Pointe as HDR (High Density Residential) but amend Page 4-16, see page 7 of this document, to allow consideration of M-U (Mixed-Use) land use on this parcel.

Please see below for the current definitions of M-U and HDR as per the Fitchburg Comprehensive Plan, to illustrate the requested zoning change. Additionally, there are two policies in the Comprehensive Plan that support the proposed amendment. The first of these states that businesses should move toward mixed use areas or be a high density balanced development. The current site is not balanced with a lack of residential available in the immediate vicinity relative to a significant amount of local commercial uses. Thus a change to High Density Residential can be justified to better balance the mix of uses in Orchard Pointe. Another policy from the Fitchburg Comprehensive Plan states that it should provide housing consistent with economic opportunities. This suggests a policy of promoting workforce housing whenever possible, and particularly in areas in close proximity to a large number of jobs such as Orchard Pointe.

### **MIXED USE (M-U)**

This category includes a variety of housing units, types and densities along with neighborhood scale retail businesses and offices, sometimes all located in mixed-use buildings. All buildings are set close to the sidewalk with doors and windows facing the street with parking located behind the building. In some instances, based on the Plan Commission's discretion, stand alone buildings may be permitted within a mixed use category depending on the comprehensive development plan for the area. Mixed Use falls primarily in the Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP), although in some instances a General Business Zoning District (B-G) may serve some of the anticipated purposes.

*(Fitchburg Comprehensive Plan pg. 4-18)*

### **HIGH DENSITY RESIDENTIAL (HDR)**

All townhouses, buildings greater than 2 units with individual exterior entrances, and all forms of apartment buildings are included in this category along with churches, educational facilities, utilities, governmental facilities, correctional facilities and other uses as approved on a conditional use basis. The density is expected to be over 9 housing units/acre. High Density Residential falls in the High Density Zoning District (R-H and R-Ha), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP)

*(Fitchburg Comprehensive Plan pg. 4-17)*

### **Goals, Objectives, and Policies**

Policy 3: Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood feeling in each development. Commercial and residential units will be mixed in higher density areas, to promote live-work areas and to offer day-to-day needs within a neighborhood. Industrial uses will be within the designated business areas and designed to limit impact to the livelihood of residential neighborhoods. Mixed use areas are to be

promoted. Business uses should move toward such mixed use areas or be a high density balanced developments rather than land extensive business parks

*(Fitchburg Comprehensive Plan pg. 2-3)*

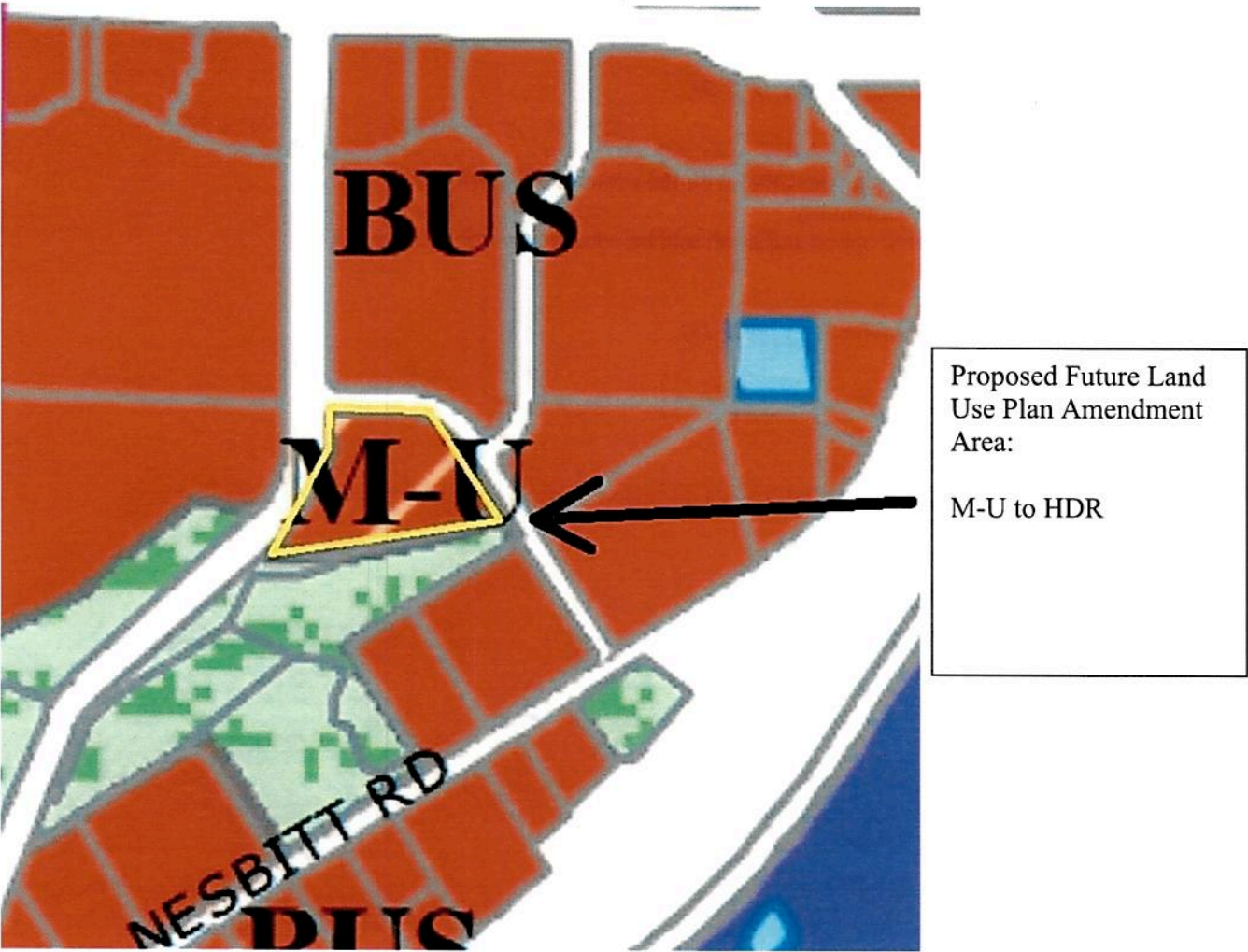
Policy 4: Provide housing consistent with the economic opportunities provided within the community.

Purpose: Jobs/Housing opportunities should be equal to provide a balanced community.

*(Fitchburg Comprehensive Plan pg. 2-18)*



Exhibit A:



# Exhibit B: Traffic Study for Proposed Site

Lot No.	Land Use	ITE Code	Size	Average Vehicle Trip Ends vs:	Weekday Daily	AM Peak			PM Peak			SAT Peak		
						In	Out	Total	In	Out	Total	In	Out	Total
1	Specialty Retail (Variety Store)	814	6.2	GSF	394	14	14	28	23	23	46	23	23	46
	Pass By Trips			5%	-20	-1	-1	-1	-1	-1	-2	-1	-1	0
2	General Office	710	16.0	GSF	156	21	3	24	4	19	23	5	4	9
	Pass By Trips			5%	-8	-1	0	-1	0	-1	-1	0	0	0
3	Quality Restaurant	931	5.2	GSF	47	19	5	23	26	17	43	33	23	56
	Pass By Trips			5%	-2	-1	0	-1	-1	-2	-2	-1	0	0
4	Residential	220	26	Unit	190	4	10	15	10	7	17	9	9	18
	Pass By Trips			5%	-10	0	-1	-1	-1	0	-1	0	0	0
Total Minus Pass By Trips					747	55	30	85	60	62	122	66	56	122
Minus Linked Trips					747	55	30	85	60	62	122	66	56	122
Total New Trips					0	0	0	0	0	0	0	0	0	0
					747	55	30	85	60	62	122	66	56	122

Notes:  
1) ITE v10 Used where codes provided.

Lot No.	Land Use	ITE Code	Proposed Size	Average Vehicle Trip Ends vs:	Weekday Daily	AM Peak			PM Peak			SAT Peak		
						In	Out	Total	In	Out	Total	In	Out	Total
1	Low Rise Multi-Family	220	228	Unit	1668	36	52	128	60	63	123	90	80	160
	Pass By Trips			5%	-53	-2	-5	-6	-5	-3	-8	-4	-4	0
					0	0	0	0	0	0	0	0	0	0
					0	0	0	0	0	0	0	0	0	0
Total Minus Pass By Trips					1586	34	87	121	88	60	145	76	76	160
Minus Linked Trips					1586	34	87	121	88	60	145	76	76	160
Total New Trips					0	0	0	0	0	0	0	0	0	0
					1586	34	87	121	88	60	145	76	76	160

Notes:  
1) ITE v10 Used where codes provided.

Limestone Ridge								
PM Peak Comparison with Orchard Point GDP (Amendment #9)								
ITE Code	Amendment 9 Basis	LSR Basis	Unit	Strand Peak PM Peak	Amendment 9 PM Peak (v8 ITE)	Amendment 9 PM Peak (v10 ITE)	LSR PM Peak	Increase/Decrease from Amendment 9
Land Use								
Specialty Retail (Variety Store)	814	6.2	GSF		17	46		
General Office	710	16.0	GSF		24	23		
Quality Restaurant	931	5.2	GSF		39	43		
Residential	220	26.0	Unit		16	17	145	
TOTAL				227	96	123	145	49
Overall Orchard Point TOTAL								
				3379	3617		New Total	3666

**City of Fitchburg  
Comprehensive Plan Minor  
Amendment**



**Sponsored by:** *Jason C. Gonzalez, Mayor*  
*J.C. G* 5/25/18

**Proposed Minor Amendment**

(Provide page numbers, table numbers or other specific references within the Adopted Comprehensive Plan)

**Intent of the Minor Amendment**

Property Owner's Signature

*[Signature]* 5/24/18  
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Current land uses that differ from the Land Use Plan Map, and which are under administrative review for expansions or alterations, will be reviewed in regards to following the applicable policies of the comprehensive plan to determine the precise land use potential of any site. In addition, certain proposed uses as shown on the land use map may see their location, size, and/or configuration altered as additional development plans are accomplished, such as neighborhood plans, infill and redevelopment studies, comprehensive development plans, special study areas and land divisions. It is not the intent to require an amendment to the comprehensive plan and its land use map for any alterations that may occur as a result of more detailed planning, as noted above, or mapping errors.

~~Eight Six~~ areas may be considered for an alternate land use than what is currently identified on the Future Land Use Map (Figure 4-10). First, in lots 53 & 54 Chapel Valley which is designated High Density Residential (HDR) may be considered appropriate for Medium Density Residential (MDR) land use levels. The second area is lot 1 CSM 4905 which is currently designated as High Density Residential (HDR), but may see land uses more appropriate with the Business (BUS) classification, provided that any businesses allowed at the site are compatible in scale and nature of operation with the residential character of the land area south of McKee Road to which it is most closely linked. The third area is the existing Fire Station #2 site, lot 1 CSM 6539, which currently is designated as Government/Institutional (G/I), but upon vacation of the fire/EMS use may be considered for a use consistent with the Business classification. The fourth area is an existing single family house on lot 16 Forsynthe Downs (east of Yarmouth Greenway, and north of McKee Road). The site is currently designated Park & Conservancy, but may be suitable for Professional Office (B-P) zoning provided an agreement between the city and property owner is reached regarding use and development restrictions to ensure low traffic impact users. The fifth area is the four tax parcels addressed as 2546 and 2556 S Fish Hatchery Road, which currently are designated High Density Residential, but which may, at the discretion of the Plan Commission and Council, be suitable for Industrial-Commercial (I-C). The sixth area is the I-C land use classification in the Arrowhead Plan. Due to its relationship to the I-G land use classification, some I-C land use designation areas may, by approval of the Plan Commission, change to the I-G designation provided that no negative effects are anticipated to nearby land uses. **The seventh area is Lot 10 Orchard Pointe, which is currently designated High Density Residential (HDR), but which may, by approval of the Plan Commission, be suitable for Mixed-Use (M-U). The eighth area is Lot 12 Orchard Pointe, which is currently designated High Density Residential (HDR), but which may, by approval of the Plan Commission, be suitable for Business (BUS).**

Plan Commission recommended on October 16, 2018 to designate Lot 10 Orchard Pointe as HDR (High Density Residential) but amend Page 4-16 to allow consideration of M-U (Mixed-Use) land use on this parcel.

As needs arise, certain facilities are required to service the community. These facilities are generally streets, utility facilities, storm water management systems, and park, open space and recreation, but may include other governmental facilities such as public safety, library or municipal administrative services. It is not the intent of the Future Land Use Map to completely identify each of these facilities; therefore, they may occur in most any land use category described below.

## Land Use Categories